

ABSTRACT OF THE DISCLOSURE

A method for generating a list of individuals to whom marketing efforts are to be directed comprises identifying a set of individuals (e.g., from a source database such as a data file or database storing market research data). One or more of the set of individuals are then located in a consumer database (e.g., national consumer database) to obtain data from the consumer database relating to the set of individuals. The obtained data is then analyzed to generate a model profile of the list of individuals, where the model profile identifies attributes of individuals who are likely to respond positively to the marketing efforts. For instance, the attributes may identify individuals of a particular income level, age range, or lifestyle element. The list of individuals is then generated from the consumer database using the model profile. The list of individuals may also be compared to individuals identified in a media consumption database to identify a target group of individuals, where the target group of individuals is a subset of the individuals identified in the media consumption database. Alternatively, the model profile that is generated may be applied directly to a media consumption database to generate the target group of individuals. Once this target group is identified, media consumption data associated with the target group of individuals may be obtained from the media consumption database. A media plan identifying preferable advertisement slots (e.g., temporal or spatial) within the specified media may then be generated from the obtained media consumption data.